



Provider Fax Referral Q&A

Q: What is the Quitline Provider Fax Referral?

The Quitline Provider Fax Referral is a program that builds on the services of the SC Tobacco Quitline by creating partnerships with healthcare providers. Through the Provider Fax Referral program, smokers and chewers no longer have to take the first step by calling the Quitline; instead, after talking with their Healthcare Provider, the patient agrees to have the Quitline call them – making a “proactive” contact.

Q: How Does it Work?

The Healthcare Provider and patient/tobacco user determine that the Quitline is a good referral resource. The tobacco user completes a fax referral form with the Health Care Provider or another clinic/office member. The form must be signed by the tobacco user and must contain a current or valid phone number or it will not be processed. The clinic faxes the form to the Quitline. The clinic should also include its own fax number on the form so it can receive correspondence from the Quitline about the outcome of the interaction. The Quitline makes three attempts to reach the tobacco user. After patient contact or the third attempt, the Quitline will fax the clinic an outcome report (to be filed in the patient's chart at your clinic), detailing the outcome of the outreach.

Q: Why is it Beneficial?

✚ Seizing the Moment. The Provider Fax Referral program connects tobacco users with the Quitline right from the doctor's office. Since the Quitline initiates the first call, this eliminates the barrier of the tobacco user having to make the first call to the Quitline, thereby increasing the chances that they will actually quit. Traditionally, the tobacco user has to initiate the call to the Quitline – the fax referral allows the Quitline to reach out directly to the tobacco user. Fax Referral also allows for follow-up in clinics or areas where follow-up might not otherwise be possible (like ER, etc.)

✚ It Saves Time. Many doctors, dentists and other healthcare providers don't have time to offer comprehensive tobacco treatment. The Provider Fax Referral program allows them, while in their office, to refer tobacco users directly to the Quitline for extensive one-on-one behavioral coaching that is based on years of scientific research to support best practices in smoking cessation.

✚ The Provider Gets Feedback. The Fax Referral program creates an easy opportunity for the provider to take action with the tobacco user at the time of the visit, ensure a proactive step following the patient's visit, and then receive feedback through an outcome report on the services the tobacco user has received through the Quitline.

Q: How soon after the form is faxed do patients receive a call from the Quitline?

Your patients receive a call from the Quitline within 48 hours of the time you send your fax. The fax must have an updated phone number where the Quitline can reach the participant.

Q: How do I know if my patient accepted service from the Quitline?

The Quitline will send a Fax Back Outcome Report to your clinic/organization after three attempts have been made to reach the participant, or after connecting with the participant. Details about the service, if accepted, are listed on the Fax Back Outcome Report that your clinic/organization will receive.

Q: Can patients call the Quitline on their own if they choose to not receive services through fax referral?

Yes, if a patient refuses Quitline services when called through the fax referral program, he or she can still initiate a call into the Quitline at any time to receive service.